Consent Manufacturing via social media through E-Marketing and its effect on Generation Y and Z Female Consumer-(Special reference to age group of 25-40)

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SYNOPSIS

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Abstract

This abstract explores the phenomenon of consent manufacturing via social media in the context of e-marketing and its impact on female consumers belonging to Generation Y and Z, specifically focusing on the age group of 25-40 years. With the rise of digital marketing and social media platforms, companies and brands have increasingly utilized these channels to target and engage with consumers. However, this practice raises important questions about consent, manipulation, and the influence it has on consumer behavior, particularly among younger women.

The research investigates the tactics employed by marketers and advertisers on social media platforms to shape and influence the preferences and choices of female consumers. It explores the strategies used to manufacture consent by employing techniques such as targeted advertising, influencer marketing, and personalized content creation. The study delves into the ways in which consent is obtained, either explicitly or implicitly, and examines the ethical implications of these practices.

Furthermore, this research focuses specifically on the impact of consent manufacturing on Generation Y and Z females aged 25-40 years. It investigates how these women are influenced by e-marketing techniques and the extent to which they are aware of the manipulation occurring within their online experiences. The study also explores the potential consequences on consumer behavior, such as impulsive purchasing, brand loyalty, and the formation of self-perception and identity.

The research methodology involves a mixed-methods approach, incorporating qualitative interviews and surveys to collect data from female participants within the target age group. The findings aim to provide insights into the perceptions, attitudes, and experiences of Generation Y and Z women regarding consent manufacturing through e-marketing on social media platforms.

The anticipated results will contribute to a better understanding of the implications of consent manufacturing on female consumers and inform discussions around the ethical use of e-marketing strategies. By focusing on the age group of 25-40 years, the study aims to shed light on the specific challenges faced by these women and provide insights for marketers, policymakers,

and consumer advocates to promote responsible and transparent practices in the digital marketing landscape.

Introduction:

In the intricate realm of contemporary digital marketing, the concept of "Consent Manufacturing" through E-marketing and social media emerges as a multifaceted phenomenon with profound implications. This research navigates the complexities of this concept, aiming to offer a comprehensive understanding of its nuances and effects, specifically focusing on female consumers aged 25-40 within Generation Y and Z.

Defining "Consent Manufacturing”

Consent Manufacturing" denotes the deliberate and strategic efforts employed by marketers to shape, influence, and manipulate consumer consent within the digital landscape. It encompasses a spectrum of techniques, including personalized advertising, data-driven targeting, and psychological manipulation, all aimed at orchestrating and guiding consumer behaviors, preferences, and decision-making processes. In essence, it is the systematic engineering of consent in the online sphere.

E-Marketing:

E-marketing, or electronic marketing, encapsulates a broad array of strategies and tactics employed by businesses to promote their products or services through digital channels. This includes email marketing, social media marketing, content marketing, and search engine optimization (SEO). E-marketing is characterized by its reliance on electronic devices and the internet to connect with target audiences, fostering engagement and brand awareness in the digital landscape.

Social Media Marketing:

Social media marketing is a facet of E-marketing that involves leveraging social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to connect with target audiences. Marketers employ a variety of strategies, including organic content creation, paid advertisements, influencer collaborations, and community engagement, to foster brand visibility, build relationships, and drive desired consumer actions within the dynamic and interactive space of social media.

Generation Y (Millennials) and Z:

Generation Y, commonly known as Millennials, encompasses individuals born roughly between the early 1980s and mid-1990s. They are characterized by their exposure to the rise of the internet and digital technologies during their formative years. Generation Z, born from the mid-1990s to early 2010s, is the first generation to grow up entirely in a digital era, witnessing the ubiquity of smartphones, social media, and instant connectivity. Both generations exhibit unique traits and preferences shaped by their distinct technological experiences.

Scope and Significance of the Study:

This research focuses specifically on female consumers aged 25-40 within Generation Y and Z. This demographic lens is critical for understanding how individuals, shaped by the digital evolution and distinct socio-cultural influences of their respective generations, navigate the intricate web of Consent Manufacturing in the context of E-marketing and social media. The study aims to unveil the gendered dynamics inherent in these marketing practices and discern their impact on the decision-making processes of women within this specific age group.

This detailed explanation sets the stage for an in-depth exploration of Consent Manufacturing, its manifestation in E-marketing through social media, and its intricate effects on the targeted demographic. If you'd like, we can proceed with a more detailed examination of each component.

1. Understanding Consumer Behavior: Consumer behavior is constantly evolving, especially in the digital age where social media and e-marketing play a pivotal role.

Analyzing the impact of consent manufacturing on Generation Y and Z female consumers provides valuable insights into how these consumers perceive, interact with, and respond to marketing strategies on social media platforms.

2. Ethical Considerations: Consent manufacturing raises ethical concerns, particularly when it comes to influencing consumer choices through misleading or manipulative tactics. This study highlights the importance of ethical practices in e-marketing and helps identify any areas where marketers may inadvertently undermine informed decision-making or consumer agency.

3. Empowerment of Female Consumers: Focusing on Generation Y and Z female consumers within the 25-40 age group allows for a deeper understanding of how consent manufacturing affects this specific demographic. By exploring their experiences and responses, the study can shed light on the influence of social media on their empowerment, agency, and consumer choices.

The purpose of this PhD research is to examine the concept of consent manufacturing through social media platforms in the context of e-commerce and its impact on Generation Y and Z female consumers. The study aims to investigate how social media influences the attitudes, behaviors, and perception of consent and brand engagement among young women. Additionally, the research seeks to explore the effects of consent manufacturing on the empowerment and agency of Generation Y and Z female consumers in the digital era.

To achieve these objectives, a mixed-methods approach will be employed, involving both quantitative surveys and qualitative interviews. The study will begin with an extensive review of existing literature on topics such as consent manufacturing, social media, e-commerce, consumer behavior, and empowerment. This literature review will provide a comprehensive conceptual framework for understanding the complex relationships among these variables.

The research design will involve the collection of primary data from Generation Y and Z female consumers. A survey questionnaire will be developed to measure the levels of Social media engagement, perceptions of consent manufacturing, and brand engagement among participants. Convenient and purposive sampling techniques will be used to select the sample, ensuring representation from the target population. In addition to the surveys, in-depth interviews will be

conducted to capture the rich experiences and perspectives of the participants regarding consent manufacturing and Its impact on their decision-making processes.

The collected data will be analyzed using appropriate statistical techniques for the quantitative survey data, such as regression analysis and correlation analysis. Thematic analysis will be applied to the qualitative interview data to identify patterns, themes, and emerging insights related to social media engagement, consent manufacturing, and its effects on consumer behavior and empowerment.

The findings of this research will contribute to the academic field by providing valuable insights into the mechanisms of consent manufacturing, its relationship with social media and e-commerce, and its impact on Generation Y and Z female consumers. The study also aims to have practical implications by offering guidance to marketers and e-commerce platforms for developing ethical practices and strategies to engage with young female consumers in a responsible manner.

In conclusion, this PhD research seeks to advance the understanding of consent manufacturing, social media influence, and consumer behavior among Generation Y and Z female consumers. The study aims to provide insights that can inform marketing strategies, consumer protection policies, and contribute to fostering a more informed and empowering digital landscape for young women.

Keywords:

1. Consent Manufacturing: Refers to the process by which consent is manufactured or manipulated, specifically within the context of social media and e-commerce platforms.
2. Social Media: Platforms and technologies that enable individuals to create, share, and interact with content, fostering virtual communities and social networks.
3. E-commerce: The buying and selling of products or services over electronic systems, primarily conducted over the internet.
4. Generation Y: Also known as Millennials, refers to individuals born between the early 1980s and 1990s, who came of age in the late 1990s and early 2000s.
5. Generation Z: Refers to the demographic cohort succeeding Generation Y, typically encompassing individuals born between the late 1990s and early 2010s.

6. Female Consumers: Refers to individuals who identify as female and engage in consumer behavior, including the purchasing and consumption of goods and services.

7. Attitudes: Refers to individuals' evaluations, beliefs, or feelings towards a particular object, person, or concept.

and external factors.

8. Behaviors: Actions or activities exhibited by individuals, often influenced by internal

forming impressions, and making sense of stimuli.

9. Perception: The process of interpreting and understanding sensory information,

10. Brand Engagement: Refers to the level of interaction and connection between consumers and a brand, including activities such as following, liking, sharing, and commenting on social media platforms.

11. Empowerment: The process of individuals gaining knowledge, skills, confidence, and autonomy to exert control over their lives and make informed choices.

12. Agency: Refers to an individual's capacity to act and make independent choices, reflecting a sense of personal control and autonomy.

By exploring these keywords in detail, the research aims to deepen the understanding of consent manufacturing through social media within the context of e-commerce and its effects on Generation Y and Z female consumers, ultimately contributing to scholarly knowledge and practical applications in the field.

This PHD thesis investigates the phenomenon of "consent manufacturing" through social media platforms and e-commerce, with a specific focus on its impact on female consumers from Generation Y and Z. The study aims to explore the strategies employed by marketers and advertisers to manipulate consumer consent, analyze the psychological and sociocultural factors contributing to consent manufacturing, and assess the specific effects on the target demographic. By adopting a mixed-methods approach, combining qualitative and quantitative research methods, this research provides comprehensive insights into the implications of consent manufacturing and proposes recommendations for consumer protection and digital literacy programs.

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By exploring the complex dynamics of consent manufacturing, social media, e-commerce, and the experiences of Generation Y and Z female consumers, this PhD thesis offers a comprehensive understanding of the impact on consumer behavior, agency, and well-being. The research findings contribute to the existing literature on consumer behavior, digital marketing, and feminist perspectives, while providing practical recommendations for policymakers, industry professionals, and consumer advocates. Ultimately, this research aims to empower female consumers, foster digital literacy, and promote a more ethical and inclusive digital marketplace.

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